

Finally... A *Clinically Complete* Periodontal Diagnosis and Treatment System That Restores Oral & Systemic Health to Your Patients, Generates *FREE REFERRALS* from *Physicians*, and causes your Profits to Soar...**GUARANTEED!**

From: Lisa Marie Samaha, DDS, FAGD, PC

Founder and Director: Perio Arts Institute™, Perio Arts Research and PerioPassion! Seminars and Videos
Associate Member, American Academy of Periodontology
Member, American Academy of Cosmetic Dentistry

Dear Doctor,

I am writing you today to share with you what many of our colleagues are calling “one of the most significant breakthroughs in dental practice they have ever experienced”. You’re about to discover dentistry’s “Next Big Thing”... plus how you can EXPAND YOUR CLINICAL EXCELLENCE and help your patients achieve their “BEST” overall health, while simultaneously growing and building your practice stronger than ever!

For too many years now it seems that “the best marketers” always seem to win when it comes to growing a dental practice and unfortunately too many dentists fall prey to the allure of “easy money,” sometimes even at the expense of clinical excellence. **With challenging economic times, the public is looking for professionals whom they can TRUST. They may be interested in cosmetic dentistry, but current marketing research proves they value their HEALTH most of all. While most dentists are challenged as they chase elective cosmetic cases in this stormy economic climate, you could be experiencing unusually phenomenal growth fueled by patients who NEED your services, and are willing and able to pay you well for them.**

You and I both know dentists whose clinical work is, let’s say, “not the best” and yet STILL their office is FULL of new patients and referrals while often times the “BEST” and most clinically excellent dentists go unrecognized.

While I certainly don’t have anything against good marketing, I’ve never been able to lower my professional standards just to get an extra new patient or two. And for years I was frustrated that my clinical excellence just didn’t seem to speak for itself nor result in a substantial amount of new patients....

But all of that has changed since I was able to discover and develop an advanced periodontal disease protocol that not only results in a remarkable level of success in diagnosing, treating, managing and solving the riddle of periodontal disease but equally and possibly even MORE exciting is the fact that this is **FINALLY, a periodontal treatment system based in only the HIGHEST level of CLINICAL excellence that IMMEDIATELY generates healthier patients, and more new patients, referrals, and profits. Between you and me, there’s nothing wrong with *any* of that. In fact, it is ALL good.**

Yes, I've finally found the answer for those of us who feel the high road is the ONLY road, and refuse to deliver anything except the absolute maximum best clinical services for our patients that we are able.

My name is Dr. Lisa Marie Samaha. I am a general dentist with a small but thriving, fee-for-service cosmetic and reconstructive practice which has maintained an unwavering commitment to sound periodontal health for each and every patient since its beginnings in 1982. For the last several years I've been quietly sharing with and mentoring a small allegiance of dentists completely committed to driving the profits in their practice by providing the best CLINICAL services in periodontics, versus the best recall postcard.

It has taken me over 27 years of research and development, and over \$500,000.00 personally invested, to create the Perio Arts Institute (PAI) protocol for treating periodontal disease. **The PAI protocol gracefully intertwines clinical excellence and practice growth simultaneously, hitting the mark on all fronts, from extensive background knowledge to the practical sides of marketing, case presentation and implementation.**

I am passionate and dedicated to teaching dentists and their teams, AND I remain committed to my patients' ongoing care. Between my practice and the advanced dental courses I want to take, I must limit the number of live PerioPassion! Seminars each year. The seminar is presented in my state-of-the-art office and teaching facility, and on occasion, in other regions, limited by the availability of my time. As a result of the growing demand for the PerioPassion! Seminar, and my heartfelt desire to get its information into the hands of as many practices as possible, I have created a professionally produced DVD series of the 16 hour, AGD/PACE approved PerioPassion! Seminar, which is now available for purchase.

Although there is nothing like the excitement of the live seminar, often the cost and logistics of team travel make it challenging to come to a seminar like this. **For a fraction of the cost of the live seminar tuition and associated travel, lodging and dining expenses for you and your team, you can have the ENTIRE professionally produced course right now to review with your team (including any future employees) as often as necessary!** You can also have the entire collection of Oral-Systemic Research, the DVD series, a CD full of valuable letters, documents and marketing pieces that I have personally developed to make this process work within my own practice. You will also enjoy the pride of not "selling out", and the new patients and income that go with it!

Join me on this exciting new journey into periodontal care by calling (800-997-9820) or faxing in (757-223-9264) your order today.

By purchasing before the promotional deadline of August 31, 2009 you can take advantage of these bonus services and benefits:

- Receive FREE UPDATES to the latest in periodontal scientific research, and practice management and marketing gems from the Perio Arts Institute.
- Receive 3 MONTHS of UNLIMITED COACHING & SUPPORT beginning the very day you receive your complete DVD series. (Valued at \$1100).
- As a special bonus for Crown Council, ACE and AACD members, you and your team will also be entitled to 3 hours of one-on-one Lunch 'n Learns from other experts in key areas of the PAI protocol.
- You may **apply 100% of the fee you've paid for this DVD series toward any LIVE Perio Passion Seminar** held during the two years following your investment in the DVD's!

For more information and live patient and seminar attendee testimonials, I invite you to visit www.PerioArtsInstitute.com . You will also “meet” me there in a short video entitled “The Perio/Cosmetic Interface”.

I look forward to getting to know you and learn how I might help you, your team, your practice and your patients soar to new and exciting heights of “BEST health”, physically and financially!

Warmest Regards,

Lisa Marie Samaha, DDS, FAGD, PC

P.S. – I’ve included in the following pages a detailed description of my PerioPassion! Clinical Excellence & New Patient Attraction DVD’s. They are available at a special introductory group rate for Crown Council, Academy of Contemporary Esthetics and American Academy of Cosmetic Dentistry members for a limited time. If you are skeptical, you should be... **To help you understand my level of commitment to providing an effective protocol and training DVD series, I stand by these DVD’s and their ability to simultaneously grow your practice, create healthier patients and take your periodontal clinical awareness and skill set beyond what you ever imagined possible. If you have any questions, please call or email me with the words, “Perio Seminar DVD”, in the subject box. I will respond to you personally. If you give the DVDs and the protocol a good try and don’t feel they are of value to you and your patients within 4 months of the purchase date, please just send the DVD’s back and I will happily refund your entire purchase price,**

***Announcing the Premier Release of
Dr. Lisa Marie Samaha’s DVD Collection **Perio Passion!** R***

Don’t miss out on the opportunity to dramatically improve your financial well-being while simultaneously becoming one of the exclusive few dentists in your area willing and able to boldly and significantly impact your patients’ periodontal health, and your bottom line.

Be one of the first in your community to become a respected “celebrity professional” known as an expert in Oral/Systemic health!

You and your hygiene team will be revered by current patients & respected by colleagues & other health care professionals in a way you never thought possible. You will also be highly sought after once you have the knowledge and tools included in these PerioPassion!™ DVD’s.

Here’s What You Get...

*Complete the Order Form on Page 8 and Fax it back to 757-223-9264 or call 800-997-9820 to place your order.
When You Order, Your DVD’s will be Shipped out Immediately Via FedEx & You’ll be able to
Begin Implementing Dr. Samaha’s Protocols, Patient Care & New Patient Generation Strategies in Less Than 48 hrs*

By Implementing the Concepts of PerioPassion!, You’ll Establish Your Reputation as THE Expert in Your Field While Creating UNBREAKABLE Bonds Between You & Your Patients & Local Physicians...and Generate A Steady, Dependable & Consistent Flow of New Patients in the Process!

In these authentic recordings from Dr. Samaha's LIVE in-office teaching theater you get the rare opportunity to see what an elite group of privileged dentists around the country have seen before... the true art of simultaneously blending clinical excellence and highly effective verbal skills with increasing referrals, new patient generation and a heightened income base. No selling out. No conflict of interest. Just the most advanced care for your patient and the best financial & professional future for you.

This is what is included in your package:

- LIVE Video training and demonstrations of actual patient interactions
- Extensive, yet simple, attainable and understandable in-depth periodontal protocols that patients and team will easily understand
- Extensive Manual on CD with hundreds of pages of custom-designed documents, letters, forms, ads and protocols for you to customize for your practice
- Perio Arts Institute's step-by-step system for treating periodontal disease
- A myriad of highly successful and specific marketing and practice management tips
- Extraordinarily effective verbal skills in LIVE and document form, for the ongoing training of your team

Also included in your package is the most extensive, concise and easy-to-follow collection of Oral/Systemic Research you've EVER seen.... all impeccably laid out for use in communicating with other health professionals for the purpose of exposing your vast knowledge of the subject. Most importantly, though, it will highlight your unwavering commitment to your patients' total health. The power point presentation is expertly done and the research fully documented and up-to-date, neatly prepared in modules of systemic diseases, for ease of reference and use. **This presentation alone will establish you as the expert in your community** when it comes to the Mouth-Body Connection, invariably leading to a predictable and steady stream of referrals, a dynamic increase in your new patient base and the creation of UNBREAKABLE BONDS between your referral sources, your patients and you....

EXTRA BONUS: Expert Power Point presentations on the Mouth/Body Connection ALL COMPLETELY PREPARED FOR YOU, and included with your investment in this system. All you need to do is add your name, and you're ready to present this information to local physicians, professionals, and even potential new patients.

Perio Passion!™ DVD Series

**The Entire, Intimate two-day seminar event BOTH on CD and DVD...
Shot LIVE in Dr. Samaha's Private In-office Teaching Theatre!**

- This package is the complete presentation of the **16 hour AGD/PACE approved course**. The material contained within it allows attendees and others to refer back to extensive information taught in the power-packed, leading-edge seminar.
- Share it with team members who were not able to attend the seminar and train new team members in the future.
- Share segments with your patients as well as the lay community and medical colleagues, establishing yourself as 'the expert' on the Mouth-Body Connection in your community.

Includes:

- **Introduction to the Perio/Cosmetic Interface** by Founder and Director of the Perio Arts Institute™,
Lisa Marie Samaha, DDS, FAGD, PC
- **Patient Testimonials** regarding the Perio Arts Institute™ Protocol
- **Comprehensive power point presentation of Oral/Systemic Research, prepared for your immediate use, to include current information on:**
 - * Cardiovascular/Cerebrovascular Disease
 - * Pregnancy and Pre-term Birth
 - * Pulmonary Disease
 - * Diabetes
 - * Cancers
 - * Obesity
 - * Other systemic conditions linked w periodontal disease
 - * Organ Transplantations
 - * Tobacco and Alcohol
 - * Periodontal Nutrition
 - * Genetic factors
- **Complete Perio Arts Institute™ Protocol for treating periodontal disease**
- **Perio Arts Institute™ Video Training with Live patient demos highlighting the method and success of the PAI protocol to include:**
 - * Patient Testimonials regarding the Perio Arts Institute™ Protocol
 - * Actual Case Presentations demonstrating the method and success of the PAI™ protocol
 - * How to perform a first class Office Tour that will impress and instill patient confidence even before the patient meets the doctor
 - * Live Periodontal Nutrition review with patient (supporting oral health from the inside-out) including a powerful periodontal-nutrition presentation proving nutritional effectiveness
 - * DNA genotyping and bacterial testing demo with live-patient
 - * Review of blood testing protocol and parameters of health for periodontal patients
 - * Actual Treatment Presentation to include review of DNA and Blood testing results
 - * Live Laser demo of soft tissue periodontal therapy
 - * Live Oral Cancer doctor-patient discussion with Patient Testimonial
 - * ViziLite® and oral CDX brush biopsy live patient demos
- **Perio Arts Institute™ Research summaries**
- **Perio Arts Institute™ Case Presentations** (where you will come to fully understand how to interpret and utilize the PAI protocol)
- **Periodontal Nutrition ppt “Healing from the Inside-Out: Before and After”.** Guaranteed to convince your team and patients of the need for nutrient supplementation in the treatment of periodontal disease. The perfect tool to share with your team and patients! The need for nutritional support is absolutely undeniable when one is presented with this powerful visual tool.
- **Perio Passion!™ Manual on CD.** Loaded with an extensive, first class oral/systemic power point presentation that you can use to WOW prospective patients during community presentations, colleagues and the rest of the medical community, hundreds of pages of custom forms, documents, letters, pages of practice management tips, marketing pieces, verbal skills and research articles used in the Perio Arts Institute™ Protocol, **to customize for your practice IMMEDIATELY.**

Here's What You'll Learn, and How You'll Benefit from Dr. Lisa Marie Samaha's One-Of-A-Kind PerioPassion! Program:

- ✓ Energize and motivate your dental team through creation of a **focused, unified vision** with regard to treatment of periodontal disease.
- ✓ Empower your TEAM to **effortlessly** gain acceptance of your best periodontal treatment...you simply **confirm** the proper course of action!
- ✓ Realize an “unheard of” **return on investment** in your hygiene department. How does \$480K per year, per hygienist sound?
- ✓ **Skyrocket** your hygiene production to levels previously thought impossible...*up to \$40,000.00 monthly, per full-time hygienist!*
- ✓ **Differentiate your practice** from all others in your area by providing the highest levels of “revolutionary”, leading-edge periodontal treatment available...in your own office.
- ✓ Parlay your clinical success into **more referrals** from your happy, newly healthy patients.
- ✓ Generate **physician referrals** from PCP's, internists, cardiologists, endocrinologists, OB-GYN's, and more.
- ✓ Be among the **first dentists in the US** to offer a fully comprehensive approach to treating periodontal disease, including specific bacterial and blood testing along with targeted neutraceuticals for the treatment of periodontal disease.
- ✓ Attract the most valuable type of **new patients** to your practice – the ones who will truly value and cherish what you will be able to offer - like moths to a light, through innovative marketing strategies.
- ✓ Become a beacon of hope for the estimated **80% of adults in your area** who have periodontal disease!
- ✓ Witness genuine, **exclusive live-patient video footage** revealing the exact team-driven processes that motivate patients to say “YES”.
- ✓ Discover how to **create “urgency”** so your patients will **desire and request** your best periodontal care, even when they have no symptoms.
- ✓ Develop comfort with presenting high-value, **high-fee periodontal cases which merge effectively into high-value, high-fee cosmetic and reconstructive cases.**
- ✓ Learn how to generate **spontaneous, “free” referrals from area physicians** with minimal effort.
- ✓ Learn my **simplified, step-by-step protocol** for treating periodontal disease at the highest clinically- supported levels.
- ✓ **Complex periodontal treatment demystified!** End any confusion about “what to do when”, and “how”... including the latest laser therapy techniques.
- ✓ **Utilize ALL team members maximally** – including your dental assistants – so you and your hygienist(s) can be hyper-productive.
- ✓ Discover how to **ethically and professionally attract high-quality new patients** who are **PRESOLD** on you...without cutting your fees!
- ✓ Build **unending loyalty** among your patients as they recognize you to be the “only obvious choice” for helping them gain and maintain their optimal health!

- ✓ **Attract forward thinking dental professionals** to your door, eager to work for you.
- ✓ **Keep employees in your practice who are loyal, dedicated and proud** of the high level of care you provide
- ✓ **Produce and collect more with fewer patients!** Create substantial income **with high-fee cases** while having the option of eliminating unwanted procedures from your schedule.
- ✓ Grow your practice into a **highly lucrative business**...and enjoy the lifestyle and freedom that comes with it.
- ✓ Escape the entrapment of insurance industry limitations. **Provide uncompromised care** without regard for benefit “maximums”. Help your patients easily recognize how limiting it is to confine their decisions to insurance company directives.
- ✓ **Be THE dentist** in your area who delivers exclusive, leading-edge periodontal care without sacrificing your professional standards.
- ✓ **Never, ever worry about “new patient flow” again!** Eliminate any temptations to resort to cheesy, over-the-top dental marketing.
- ✓ Defy any external economic conditions as you **corner the market** in an untapped NEED-based niche!
- ✓ **Catapult your personal income by tens of thousands of dollars** as you implement ground-breaking, convention-busting treatment protocols!
- ✓ Ensure the **long-term profitability** of your practice...develop complete immunity to prevailing economic cycles.
- ✓ **Conquer the periodontal niche** before your local colleagues even recognize the opportunity!
- ✓ Discover the **critically important roles that periodontal DNA and blood testing play** in the successful diagnosis and treatment of periodontal disease.
- ✓ Learn how to simply and affordably **administer these tests within minutes in your own practice**, generating convenience for your patients and income for your practice.
- ✓ Develop a **solid, proven nutritional supplements protocol** for your patients to ensure their optimal health (it’s profitable too)!
- ✓ **Master the components** of the world’s most comprehensive methods of periodontal therapy.
- ✓ Enable you and each member of your team to **effectively communicate all elements** of the oral-systemic connection to your patients with ease.

Perio Arts Institute’s 90-Day GUARANTEE!

I am so confident that you will realize how valuable this series is to your patients and your practice that I’m willing to make this guarantee. Once you and your team have reviewed this material, and you’ve given it a fair try, if you’re not completely satisfied with the PerioPassion! DVD Program, just send the entire collection back within 120 days of your purchase and we’ll happily give you a **100% refund. You’ll get a full 4 months to evaluate and implement this program in your own practice, so you can see how powerful it is for yourself!**

As a Special Bonus, and for a Limited Time,
Your Purchase Entitles You to:
Three - 1 hour Lunch 'n Learns for you and your team with each of the
following:

OralDNA Lab (DNA testing for periodontal and other diseases)

Healthy Life Labs (FDA approved in-office finger-nick blood testing for a variety of systemic markers)

Pharmaden (targeted pharmaceutical-grade nutrients for the treatment of periodontal disease)

RESPOND before August 31, 2009, and as a PerioPassion! Alumnus, Crown Council, ACE or AACD member, you'll also get...

- 3 months of unlimited PAI online coaching, research and manual updates (\$1,100 value)

- You may apply 100% of the fee you've paid for this DVD series toward any LIVE Perio Passion Seminar held during the two years following your investment in the DVD's!

****NOTE:** The cost of the LIVE PerioPassion! Seminar and 3 months of coaching is \$4997 for you and three members of your team. Then there is the additional cost of travel, lodging and dining for all of you. Now, for the first time, you can get all the content without the added expenses of being there live.

Your Investment in the Entire DVD Series with 3 months of unlimited PAI online coaching and all other bonuses is:

Now only \$1,947

(Regularly \$3,957 **...savings of over \$2,000!)

Special Offer ONLY Available To Crown Council, ACE or AACD Members
Expires August 31, 2009

There is one way that you can have these DVD's "for free".

Purchase the DVD series now and begin to implement the material immediately. Even though all of the information you need is contained in the DVD's and included materials, you may still want to attend a LIVE PerioPassion! Seminar. After all, there is no substitute to learning such revolutionary and critical information in the LIVE classroom environment. Because of that, I am willing to make you this great offer.

After you've invested in the PerioPassion! DVD series, you may attend any PerioPassion! Seminar within 2 full years of your purchase and receive a credit of \$1,947 towards your seminar tuition.

Why? Simply because I am so committed to sharing this information with like-minded dental professionals who want the very best for their patients and their practice. I am looking forward to hearing from you and sharing some PerioPassion! with you and your team.

PerioPassion! DVD Series Order Form

FAX to: 757-223-9264 or CALL: 800-997-9820

**Special Offer for PerioPassion! Alumni,
Crown Council, ACE and AACD Members:
Regularly \$3,947 - *You pay only \$1,947*
Includes 3 months of free coaching, research and protocol updates**

Doctor Printed Name: _____ **Email:** _____

Office Phone: _____ **Cell Phone:** _____ **Fax:** _____

Mailing address for DVD: _____

Payment Information:

Credit Card Number: _____ **CVV code:** _____

Name on Card: _____ **Expiration:** _____

Billing Address for Card: _____

Signature: _____

Receive Unlimited Online Coaching & Protocol Updates!

Yes, I would like to continue receiving unlimited online coaching, as well as continued research and protocol updates. After my 3 months of free coaching, research and protocol updates, I authorize Perio Arts Institute to charge my Credit Card on file for \$97/month, (a \$167 value) beginning on the fourth month, unless I cancel my membership in writing, anytime prior to the following month's billing cycle. (Please sign below if you wish to receive ongoing coaching and updates.)

Signature: _____

How did you hear about the PerioPassion! DVD Series? _____

"The Perio Arts Institute™ is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry. The current term of approval extends from 2007 to 2010."